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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/023,285	12/13/2001	Kevin Michael Wueste	MSFT-0673/174290.01	7591
41505 7590 03/22/2007 WOODCOCK WASHBURN LLP (MICROSOFT CORPORATION) CIRA CENTRE, 12TH FLOOR 2929 ARCH STREET PHILADELPHIA, PA 19104-2891			EXAMINER JEAN GILLES, JUDE	
			ART UNIT 2143	PAPER NUMBER

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	03/22/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/023,285	WUESTE, KEVIN MICHAEL	
	<b>Examiner</b>	<b>Art Unit</b>	
	Jude J. Jean-Gilles	2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 22 December 2006.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-23 is/are pending in the application.
  - 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-23 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on 13 December 2001 is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) All    b) Some \* c) None of:
    1. Certified copies of the priority documents have been received.
    2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                 | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date: _____                       |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                        |   |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date: _____ | 5) <input type="checkbox"/> Notice of Informal Patent Application<br>6) <input type="checkbox"/> Other: _____ |

## **DETAILED ACTION**

This Action is in regards to the Reply received on 12/13/2001.

### ***Response to Amendment***

1. This action is responsive to the application filed on 12/13/2001 and the Reply filed on 12/22/2006. Claims 1, 2, 5-7, 11-14, 17, 19, 20, 22, and 23 were amended. There are no newly added claims. Claims 1-13 are pending. Claims 1-18 represent a method and apparatus for "CONCENTRIC USER-TARGETING DELIVERY SYSTEM AND METHODS".

### ***Response to Arguments***

2. Applicant's arguments with respect to claims 1-23 have been carefully considered, but are not deemed fully persuasive. Applicant's arguments are deemed moot in view of the following new ground of rejection as explained here below.

### ***Claim Rejections - 35 USC § 102***

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless -

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

4. Claims 1-23 are rejected under 35 U.S.C. 102(e) as being anticipated by Sankuratripati et al (Sankuratripati), Patent No. 7,155,508 B2.

Regarding claim 1, Sankuratripati discloses

1. (Currently amended) A system to generate and deliver concentric user-targeted content to participating users (fig. 3) comprising:

a data store having data representative of a participating user's profile information and/or data representative of said participating user's content usage information (fig. 3, item 53; column 10, lines 15-21);

a content data store, said content data store having various content for display to said participating user (fig. 3, item 57; column 10, lines 25-31); and

an instruction set cooperating with said data store and said content data store, wherein said instruction set operates on data from said data store to generate a preference for participating user (fig. 3, items 53 & 57; column 10, lines 15-41; column 15, lines 47-67), and

wherein said instruction set further operates on said generated preference to obtain a range of concentric content from said content data store such that said range of content is correlated in varying degrees to said generated preference for said participating user (column 16, lines 1-12; column 17, lines 32-42, continue next column, lines 1-11).

2. (Currently amended) The system as recited in claim 1, wherein said profile information is input by said participating user for storage on said data store (fig. 3, item 53; column 10, lines 15-21).

3. (Original) The system as recited in claim 2, wherein said profile information comprises demographic and/or preference information for said participating user (fig. 3, item 53; column 10, lines 15-21).

4. (Original) The system as recited in claim 1, wherein said usage information comprises current and historical usage information (column 9, lines 29-35).

5. (Currently amended) The system as recited in claim 1, wherein said instruction set implements a matching algorithm, said matching algorithm accepting as input said data from said one or more data store and generating said preference (see step 73; also see column 14, lines 8-40; note that a matching algorithm is only inherent to the process of matching data the generate the preference).

6. (Currently amended) The system as recited in claim 5, wherein said at least one a matching algorithm accepts said preference and said content from said content data store as input to generate said range of concentric content (see step 73; also see column 14, lines 8-40).

7. (Previously presented) The system as recited in claim 1, wherein said range of concentric content comprises at least two differing content offerings (column 14, lines 18-32).

8. (Original) The system as recited in claim 7, wherein said differing content offerings differ from each other on a graduated basis (column 14, lines 18-64).

9. (Original) The system as recited in claim 8, wherein said varying degrees are based on said content usage information (column 14, lines 18-64).

10. (Previously presented) The system as recited in claim 7, wherein said range of

concentric content comprises three differing concentric content offerings, said differing concentric content offerings differing from each other on a graduated basis(column 14, lines 18-64).

11. (Currently amended) The system as recited in claim 1, wherein said one or more data store and content data store operate in a computing environment (fig. 3, item 53).

12. (Currently amended) The system as recited in claim 11, wherein said at least one instruction set comprises a computing application (column 16, lines 1-13).

13. (Currently amended) The system as recited in claim 12, wherein said range of concentric content is delivered to said participating user over a communications network (fig. 3, items 47, 49, 63, and 65).

14. (Previously presented) The system as recited in claim 13, wherein said communications network comprises any of a wireless LAN, a fixed wire LAN, a wireless WAN, a fixed wire WAN, a wireless intranet, a fixed wire intranet, a wireless extranet, a fixed wire extranet, a wireless peer-to-peer communications network, a fixed wire peer-to-peer communications network, and the Internet (fig. 3, items 47, 49, 63, and 65).

15. (Original) The system as recited in claim 13, wherein said range of concentric content is displayable in electronic display panes (fig. 3, items 63, and 65).

16. (Original) The system as recited in claim 15, wherein said electronic display panes are part of a content browser computing application (fig. 3, item 65).

17. (Currently amended) A computer implemented method to generate concentric user-targeted content for a participating user (fig. 3), comprising the steps of:

receiving user data from a data store having data indicative of a participating user's profile information and/or data indicative of said participating user's content usage information (fig. 3, item 53; column 10, lines 15-21);

receiving content from a content data store (fig. 3, item 57; column 10, lines 25-31);  
generating a preference for said participating user based on said user data (fig. 3, items 53 & 57; column 10, lines 15-41; column 15, lines 47-67);

matching said generated preference with said content to generate a range of concentric user-targeted content that is matched to said generated at least one preference for said participating user with varying degrees of certainty (column 16, lines 1-12; column 17, lines 32-42, continue next column, lines 1-11).

18. (Previously presented) The method as recited in claim 17 further comprising the step of:

distributing said range of concentric user-targeted content to said participating user over a cooperating communications network (fig. 3, items 47, 49, 63, and 65).

19. (Currently amended) The method as recited in claim 17, wherein said matching step comprises the step of:

applying a matching algorithm to said preference and said content (see step 73; also see column 14, lines 8-40; note that a matching algorithm is only inherent to the process of matching data the generate the preference).

20. (Currently amended) The method as recited in claim 17, further comprising the step of:

communicating with a content partner to obtain additional content for use

when generating said range of concentric content (fig. 3, item 62).

21. (Original) A computer readable medium having computer readable instructions to perform the method as recited in claim 17 (fig. 3).

22. (Currently amended) A method to generate and deliver concentric user-targeted content (fig. 3) comprising the acts of:

    providing a data store having data indicative of a participating user's profile information and/or data indicative of said participating user's content usage information (fig. 3, item 53; column 10, lines 15-21);

    providing a content data store, said content data store having content from at least one a content service provider (fig. 3, item 57; column 10, lines 25-31); and

    providing a computing application, said computing application cooperating with said data store and said content data store to generate a preference from said profile information and said content usage information, wherein said computing application processes said preference along with said content to determine a range of concentric user-targeted content, said range of concentric user-targeted content including content levels differing on a graduated basis (fig. 3, items 53 & 57; column 10, lines 15-41; column 15, lines 47-67); and

    delivering said generated range of concentric user-targeted content to said participating user over a communications network, said communications network cooperating with said computing application (column 16, lines 1-12; column 17, lines 32-42, continue next column, lines 1-11).

23. (Currently amended) The method as recited in claim 22, wherein said providing said content data store step further comprises cooperating with a content partner to obtain said content (fig. 3, item 62).

***Conclusion***

5. Applicant's argument necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE NON-FINAL**. Any inquiry concerning this communication or earlier communications from examiner should be directed to Jude Jean-Gilles whose telephone number is (571) 272-3914. The examiner can normally be reached on Monday-Thursday and every other Friday from 8:00 AM to 5:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley, can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (571) 272-9000.

Jude Jean-Gilles

Patent Examiner

Art Unit 2143

JJG

March 8, 2007



DAVID WILEY  
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